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1 PURPOSE

This document defines the Nevada state policy for Internet website design and presentation. The intent is to allow Nevada state executive branch organizations to develop sites that reflect their entity's unique character while:

- Maximizing services to citizens
- Providing consistency among all state websites
- Minimizing barriers to accessibility
- Adhering to commonly accepted best practices and guidelines

This document complements the Governor's Fundamental Review of state government Standardization of State Web Site Home Page directive.

2 SCOPE

All Nevada state executive branch organizations must adhere to the policy in this document to the extent of the governor's authority. This policy applies to all state Internet sites but does not apply to state Intranet sites.

3 EFFECTIVE DATES

The requirements of this policy are effective 90 days after sign-off by the Governor or his designee. Compliance with this policy must be made during the next major revision of a website or by September 1, 2002, whichever is first. Home pages must also comply with the Governor's Fundamental Review of state government Standardization of State Web Site Home Page directive by July 1, 2002.

4 RESPONSIBILITIES

4.1 Website Design and Content

Executive branch organizations are responsible for the design and content of their websites, including those developed and/or maintained by vendors, contractors or other entities within the government of the State of Nevada.

4.2 Portal Design and Content

A statewide web portal working group is responsible for developing a comprehensive portal strategy and supporting policies and procedures for the State. In addition to the State Webmaster, members of this group come from Executive branch organizations. This working group reports to the e-government Steering Committee, which is under the umbrella of the Governor's IT Oversight Committee.

4.3 Website Design Review Team

A website Design Review Team is responsible for reviewing and approving executive branch organization websites prior to their release into production and again at every major revision. This working group reports to the e-government Steering Committee,

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which is under the umbrella of the Governor's IT Oversight Committee. Members of this group will be selected by the Chair and Co-chair of the e-government Steering Committee.

5   RELATED DOCUMENTS

State of Nevada Web Privacy Policy (http://nitoc.nv.gov/NITOCdocs/3.03(B)_Policy_StateOnlinePrivacy.doc)

State of Nevada Security Policies (http://nitoc.state.nv.us/document_index.htm - Security)

State of Nevada Standardization of State Agency Web Site Home Pages (http://www.webmaster.state.nv.us)

State of Nevada Webmaster Information (http://webmaster.state.nv.us)

World Wide Web Consortium (WC3) Accessibility Guidelines (http://www.w3.org/TR/WAI-WEBCONTENT/)

United States Copyright Office (http://lcweb.loc.gov/copyright)

United States Patent and Trademark Office (http://www.uspto.gov/)

6   POLICY

6.1   Accessibility

The State of Nevada is committed to providing broad based access to state websites. Every Executive Branch website must therefore be designed to reasonably accommodate visitors with disabilities. At a minimum, all pages within an Executive Branch website must comply with the current version of Priority 1 Guidelines established by the World Wide Web Consortium's Web Content Accessibility Guidelines.

A text-only version of the entire website is highly desirable.

6.2   Required Material

6.2.1   Identification

The following information must be clearly stated on the **homepage** of all Executive Branch websites:

- Name of the Nevada state executive branch organization
- Mailing address
- Main reception or information phone number, fax number and email address
- Link to State of Nevada homepage http://www.silver.state.nv.us/
- Seal of the State of Nevada
- Link to State of Nevada Web Privacy Policy. Any additional security and/or privacy disclaimers that are specific to the entity must also be posted on the

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agency's homepage. All pages that collect personally identifiable data from visitors must include a link to the Privacy Policy.

All pages within a site shall contain the following items and information:

- o   Identification as a state site either using the state seal or text.
- o   A link back to the entity's home page.

6.2.2   Charter

All Executive Branch websites should contain the charter which allows the entity to operate as a government entity. This should include:

- Legislative document (NRS, Executive Order etc.) that allows the entity to operate
- Function the entity is responsible for
- Who the entity reports to
- Identification of entities that operate directly above and below this one is desirable

6.2.3   Forms

Per Executive Order, all forms used by the public must be available through the SilverSource Forms Clearinghouse, either through a link or by having the form reside in the SilverSource database.

6.2.4   Sitemap

A sitemap is highly desirable.

6.3   Prohibited Material

6.3.1   Offensive Material

Web content shall respect the dignity of all people and shall not contain materials that may be considered offensive. Examples of such content include, but are not limited to, racist, sexist, threatening, obscene or otherwise objectionable material that is visual, textual or audible.

6.3.2   Political or Religious Material

State websites shall not advocate, support or oppose any political candidate, party or ballot measure at any level of government. State websites shall not promote or discredit any religious belief.

6.3.3   Embedded Codes

State websites shall not contain codes, passwords, links or other items and information which might allow unauthorized access to the State of Nevada communications and/or computer facilities or to prohibited links.

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6.3.4   Sensitive Information

State websites shall not contain information or details on an agency's critical infrastructure or other data that could provide sensitive information that could be used by persons with a criminal or terrorist intent. Critical infrastructure information includes, but is not limited to:

- Physical Infrastructure: location of sensitive buildings, floor plans, environmental and physical security controls
- Communications Infrastructure: network diagrams, maps or description of location of communications hubs, microwave sites
- Critical Applications: Access procedures, passwords, specific user manuals, code
- Documents: Emergency Response Plans, Disaster Recovery/Business Resumption Plans, System backup locations, Security Plans with specific procedures

6.3.5   Advertising

Advertisements, sponsorships or endorsements on state-controlled websites, regardless of where they are hosted, shall not be allowed.

6.4   Intellectual Property Compliance

Although the content of Executive Branch websites is available to the public, certain information may be copyrighted, service marked or otherwise protected as the state agency's intellectual property. All agency content is protected by federal copyright laws.

Use of any intellectual property that was not created by Nevada state employees, or by contract for Nevada state use, must be in accordance with this policy, federal and state law. Appropriate credit or legal release from the content owner or copyright holder must be clearly visible. Examples of copyrighted content include news articles, graphics, photographs, copyrighted web page design, animation and sound, etc. For more information on copyrights visit the United States Copyright Office website.

6.5   Links

External links (links to websites not hosted or supported by the State of Nevada) must meet the following criteria:

- The site must be relevant and add value to the State site containing the link
- The site must not violate the Prohibited Material section of this Policy

The State of Nevada does not accept responsibility for the content of links from a state site and reserves the right to refuse or delete any link.

Users should not be able to exit an interactive application or secure site using the "back" button or arrow. In this situation clicking on the "back" button or arrow should generate a security message asking the user to confirm that they really want to exit the application or secure site.

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6.6   Supported Technologies

6.6.1   Browser

Every page must be successfully tested using the most recent production releases of Internet Explorer and Netscape. Support for other browsers is desirable but not required.

6.6.2   Animation and Sound

Motion and sound should be used with extreme discretion and is highly discouraged. Any motion or sound must be integral to the content of the site. An option for the user to turn off motion and sound must be clearly posted on the page where it is initiated. Examples of motion include animated graphics, blinking text, and scrolling banners.

6.6.3   Frames

The State of Nevada homepage may not be framed into an agency web page. In general, frames are strongly discouraged on state websites because:

- People with cognitive disabilities and visual disabilities often have difficulty interpreting pages built with frames
- Frames are difficult to print
- Most search engines do not index sites using frames

6.6.4   Scripts & Components

Only secure scripts and components are allowed.

6.6.5   Specialized Technologies

Sites requiring specialized technologies (plug-ins, Adobe Acrobat reader etc.) must supply a link to acquire the technology, which must be acquirable at no charge to the person browsing the site.

6.7   Website Maintenance

6.7.1   Content

Sites must be reviewed on a monthly basis (at a minimum) to ensure that all content is current. Outdated announcements and information that is obsolete not only provide visitors with incorrect information, but they also reflect poorly on the executive branch organization and the State.

6.7.2   Forms

Executive branch organizations that maintain forms on the SilverSource database are responsible for providing current copies to the State Webmaster.

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6.7.3   Links

The page owner must check the validity of all links, both internal and external, on a monthly basis. Broken or outdated links must be removed.

7   EXCEPTIONS/OTHER ISSUES

Any exception to this policy must be approved by organization management, the e-government Steering Committee and by the Nevada State CIO or his designee.

8   DEFINITIONS/BACKGROUND

Base URL String - Also known as the root URL or Domain Name. The nomenclature, which identifies the address of a web site. The base string means the root URL. Example: www.microsoft.com is a root or base URL that takes a user to the first page of Microsoft's web site.

Executive Branch Organizations – Includes departments, divisions, agencies, units, commissions, boards or institutions.

Home Page - The first page a user will encounter when visiting a web site for the first time through the base URL string.

Internet – Worldwide network of networks and computers that are interconnected to communicate with each other through web pages, e-mail and many other services.

Links - Also known as hyper-links. Used to connect one web page to another web page via some form of Hyper-Text Markup Language, whether graphical or text in nature.

Intranet – An internal, restricted private network in which access is restricted to those within a company or organization. Intranets provide many of the same services as the Internet including websites and e-mail, but access is allowed only to approve individuals within an organization.

URL – Universal Resource Locator

Web Page – Any page located on a web site

Web Site - Public set of documents, called pages, developed using some form of Hyper-Text Markup Language (HTML).

Approved By		
Title	**Signature**	**Date**
e-government Committee Chair	Signature on File	05/09/02
NV IT Operations Committee Chair	Signature on File	05/09/02
Governor/Governor's Representative	Signature on File	06/30/03
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A	05/09/2002	Initial release.